



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: July 20, 2026

Re: Authorizing the Acceptance of Award from the Missouri Division of Tourism's Promote Missouri Fund

Impacted Ward: Citywide

Executive Summary

The Convention and Visitors Bureau (CVB) applied for grant funding from the Missouri Division of Tourism's Promote Missouri Fund to support marketing Columbia and Boone County as a destination and has been awarded \$142,834. The grant funds will be used to broaden countywide destination marketing efforts.

Discussion

The Missouri Division of Tourism administers the Promote Missouri Fund (PMF), which allows CVBs to apply for funding that supports marketing of the destination. The CVB has been awarded \$142,834 in Marketing Matching Grant funds. The Promote Missouri Fund also has a Marketing Platform Development (MPD) grant that can be used for one-time marketing expenses or projects, and may also issue additional grant opportunities throughout the year. Based on allocations at the state level, the Columbia CVB is eligible to apply for PMF programs not to exceed \$280,000.

These programs are designed to increase visitation and tourism spending in Missouri and are available to all certified Destination Marketing Organizations (DMOs). This project meets the countywide marketing obligation of the DMO to develop collaborative, broad-based marketing opportunities within Boone County. DMO media projects targeted at leisure, convention and sports travel are matched up to 50%.

Any funds received will be used in direct support of these goals by encouraging day-trip travelers to extend their stay in Columbia, establishing Columbia as an attractive destination for overnight visitors, generating awareness in out-of-state markets, and driving inquiries about Columbia and Boone County as a travel destination. The proposed media campaign includes print, billboard, and extensive digital marketing tactics designed to increase visitation and tourism spending while promoting Columbia and Boone County to leisure, convention, and sports travelers.

All required matching funds will be encumbered in the FY2027 CVB operating budget.

Fiscal Impact



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Short-Term Impact: The CVB will have up to \$280,000 available to the CVB for marketing efforts and other approved tourism-related projects administered by the Missouri Division of Tourism.

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
4/21/25	R45-25 Authorizing application to the Missouri Division of Tourism for the FY 20206 Cooperative Marketing Program to broaden countywide destination marketing efforts
3/18/24	R57-24 Authorizing application to the Missouri Division of Tourism for the FY 2025 Cooperative Marketing Program to broaden countywide marketing efforts.
5/1/23	R68-23 Authorizing application to the Missouri Division of Tourism for the FY 2024 Cooperative Marketing Program to broaden countywide marketing efforts.

Suggested Council Action

Approval of the Resolution